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Aug. 2

"We must open wider the doors of opportunity....
for the good of our country and all our people"
President Eisenhower

RURAL DEVELOPMENT PROGRAM

Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior
Under Secretary, Department of Agriculture (Chairman)
Under Secretary, Department of Commerce
Under Secretary, Department of Labor
Under Secretary, Department of Health, Education, and Welfare
Administrator, Small Business Administration
Member, Council of Economic Advisers

NEWS



August 1959
No. 26

In line with his statement before the recent national Rural Development Program Workshop,¹ Secretary Benson has written deans of agriculture in all States requesting recommendations for expanding and perfecting the program. Their recommendations, it is expected, will influence future cooperative arrangements between the Committee for Rural Development Program and land grant colleges in implementing rural and resource development type work.

Meanwhile, the Secretary's top-level public advisory body, the National Agricultural Advisory Commission, meeting in Washington late in June recommended an aggressive expansion of the Rural Development Program. As an important next step the commission suggested designation of full-time leadership at all levels to help guide and coordinate the work.

STAY-IN-SCHOOL, GUIDANCE PROGRAMS URGED AS SPECIAL PROJECT IN RURAL DEVELOPMENT

School drop out rates are high in many rural counties and large numbers of young people who do complete high school never go on to college.

In addition to the personal loss involved, this situation has a direct effect on economic development. Potential leaders who could contribute much-needed business management and organizational skills are lost to the community because of inadequate training and education.

Last month Under Secretary Morse, chairman of the Committee for Rural Development Program, wrote chairmen of all State committees urging an immediate campaign in Rural Development counties to promote stay-in-school, guidance, and higher education projects. Enclosing a set of action guides for use in such projects, Mr. Morse observed, "More and better education is a major need of young people in most low income areas." Publications included in the guides were Community Action to Promote Education Beyond the High School, issued by the Committee for Rural Development Program, National Stay-in-School Campaign, Office of Education, U. S. Department of Health Education and Welfare, and Helping Rural Youth Choose Careers, USDA, Miscellaneous Publication 771.

¹Jackson's Mill, West Virginia, May 10-15, 1959.

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

SMALL WOODLAND PROGRAM
STARTS UP IN SOUTH

An intensive forest development program for small woodlands is now underway in 12 Southern States, under sponsorship of the Southern Pulpwood Conservation Association. The pilot project, launched formally early this year, will be centered initially in 100 counties throughout the South. Its aim is to show how farm and other small woodlands can be managed and harvested for peak production, and highest income. Pulp and paper companies and farm and forestry agencies are cooperating in the project, with the former supplying technical aid to woodland owners.

KENTUCKY MOVES TO
STRENGTHEN PROGRAM
ORGANIZATION

Area training meetings for agency workers assisting in the Rural Development Program, establishment of agency RD advisory committees in each county, and preparation of individual county plans of work are some of the moves taken by Kentucky in recent months to put the program on a stronger footing.

Of particular interest are the individual county work plans, which describe specific local problems needing correction, action planned, agency responsible, program of work, and target date. In Carter County, for example, the plan includes increased program promotion, added vocational training classes, and timber management instruction on small farms, among other goals.

Dr. Ernest J. Nesius, Associate Director of Extension, University of Kentucky, is chairman of the State's RD Committee. Twenty-five counties are included in Kentucky's three program areas.

RESOURCES PLUS LOCAL ACTION
SPELL SUCCESS IN TENNESSEE
COUNTY

Ample forests, water resources, and strategic location, plus an organized local development program have paid off in Hardin County, Tennessee, where work has now started on a multi-million dollar paper mill and supporting river and rail transport complex. The big project is being financed by a private pulp and paper company operating in the region.

Hardin County was named as an RD pilot county back in 1956.

An alert, organized local development group which evidenced community spirit, cooperation, and business experience was a significant factor in the development. According to Con Welch, local banker and program leader, "various committees already set up by the Rural Development Program organization were available to

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RURAL DEVELOPMENT IN ACTION

(Based on reports of rural development throughout the Nation,
including pilot counties and others.)

Washington, D. C. The U. S. Small Business Administration reports that 110 loans totaling \$7,569,820 were made by the agency to small businesses in rural towns during June 1959.

Michigan. A 40-page illustrated report of the Rural Resource Development Program in the State's Upper Peninsula was released last month by Michigan State University. Commenting on the report, MSU Provost Paul A. Miller says it stands as "an able progress report of the several experiments involved" in the RD program. Some of the experiments: Coordination of all MSU off-campus educational activities in the Upper Peninsula under a single head, citizen participation in program operation, use of all appropriate MSU departments to supply technical know how for farm, industry, and tourist development.

Texas. A county-wide survey providing up-to-date information on economic factors important in town-country industrial planning is going forward in San Augustine County as a cooperative project of the Chamber of Commerce, Rural Development Committee, and Extension workers assisting the committee.

North Dakota. This State's share of the Missouri River water development program should result in a big increase in diversified farming and industrial growth, according to Milo Hoisveen, director of the North Dakota Water Commission. Dams now being built will provide flood control and water storage and supply for farming, industry, and recreation.

Alabama. First project of the newly organized peach growers co-op in Chilton County is a mechanized peach packing plant designed to handle 400 bushels an hour. The plant, now under construction, will help boost farm income in this RD county.

Arkansas. This State's up-and-coming Rural Development area centered around the Batesville Trading center is far along with its area-wide inventory of labor skills and potential. With Arkansas Employment Security and Extension Service personnel working in tandem, meetings have been held in most rural communities to acquaint people with the program and start job testing sessions.

Florida. Under authority of the State legislature, the Florida Development Commission has started a program of research and promotion of industrial development in small rural communities. First report of the commission on this work, dated April 1959, includes an impressive county-by-county listing of industry projects.

Pennsylvania. More than 270 communities, a new high, entered the fifth annual community development contest sponsored by the State Chamber of Commerce and 11 other Pennsylvania agencies.

shoulder the major part of the load" in working out details regarding railroad and port construction, tax arrangements, etc.

Local leaders went to work as soon as they learned of the pulp company's interest. Appropriate State and Federal agencies were contacted for necessary authority to build new rail and water transport. The Hardin County Port Authority was created in 1957 to actually build the docks and improve the river channel.

While solving the basic bread and butter problem of employment, advent of new industry to a rural area creates problems of its own. Mr. Welch explains that local leadership are now working on plans for orderly transition from an all-rural to a rural-urban community. "A committee on rural zoning is being organized to meet the problems of proper and efficient land use," he reports. "Educational facilities are being expanded to provide adequate housing for educational expansion. A new high school is being constructed. More facilities are being provided to offer increased industrial and technical training."

CAREER GUIDANCE A MAJOR
INTEREST OF NEGRO 4-H
YOUTH

Discussion of career opportunities in and out of agriculture was a special feature of the 12th annual regional 4-H Club

Camp, held early in August at Washington's Howard University. The camp was attended by some 130 Negro 4-H club delegates from all over the South. U. S. Labor Department employment consultants and an official of the Washington Urban League presided at the career session. Many of the young farm people attending the camp intend to leave farming for professional and technical work.

QUOTE OF THE MONTH--"The Rural Development Program was initiated in 1955 under sponsorship of several Federal agencies in cooperation with the land-grant colleges and local groups . . . I can think of no previous program so directly oriented toward solving the basic problem of low income farm families and of the small towns and rural communities that are dependent on them for their existence. Nor can I think of one that holds more promise of success if we can but bring about a realization of the fact that the problem, as a whole, is made up of a series of local community problems, the solution of which depends primarily on local community action." -- Charles N. Shephardson, Member, Board of Governors, Federal Reserve System, addressing annual convention of the West Virginia Bankers Association, July 23, 1959.